RJ Reynolds Tobacco Company

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E-Mail
December 19, 1997

To: Kari Roth
All Members of the North Philadelphia Retail Division

Dear Kari :

I would like to personally thank you and each of your Retail Representatives for another successful year of assisting in merchandising our products and successfully implementing programs and promotions in the New Jersey Chains.

The fine execution and follow through by each of your Representatives resulted in significant share and volume gains in Amerada Hess and Quick Chek. After a *rocky* start early in the year, our share in Shop Rite should finish over 22%. This is definitely a positive due to the removal of almost all self-service packs early in 1997. We will also show increased share in Pathmark's Level I Contract Stores.

1998 will bring unprecedented challenges. I'm confident that you and all members of the North Philadelphia Retail Division are ready to deal with those challenges as they arise.

Best wishes for happy holidays, and a healthy and successful New Year.

Best Regards,

Nick Kuruc

cc: M. A. Young
J. R. Loftin, Jr.
R. L. VanSickle

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